

Club Friendlies - Club Friendlies 3 - Colo Colo vs Puerto Montt

DATE: Wednesday, October 8, 2025
LOCATION: Puerto Montt, Los Lagos Region, CL

Event Description

Club Friendlies - Club Friendlies 3 - Colo Colo vs Puerto Montt is a premier sports event in Puerto Montt. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports
Importance Rank: 69/100
Expected Attendance: 9,106 people
Event ID: 4arkgSXCjGuJ6xvmMW

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 3,642 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
